



# WEST RAND DISTRICT MUNICIPALITY



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## REGIONAL PLANNING & RE-INDUSTRIALISATION

All stakeholders

Date: 16 02/2024

### ENDORSEMENT OF MORAME RTO AS THE OFFICIAL DESTINATION MARKETING ORGANISATION FOR THE GREATER WEST RAND REGION

The Gauteng Institutional Framework and the West Rand Tourism Development Strategy (approved in 2005), both include the establishment of a RTO with the representation of LTAs and LTOs. The WRDM should be the principal partner for this project.

This support function primarily entails tourism stakeholder/role-player alignment, management, delivery and support of tourism development in the West Rand and coordination of local tourism initiatives in the constituent municipalities (Mogale City, Rand West City and Merafong City Local Municipalities). This further entailed the coordination of activities through an institutional model that address all spheres of public sector activity, ongoing private sector stakeholder engagement as well as the provision of platforms for labour and affected communities.

The RTO's first priority are to secure funding to ensure that effective marketing plans can be further developed, as well as the implementation of the West Rand Tourism Sector strategy. They should therefore generate money from, for example private and public sector sponsorships, membership fees and booking and information services to fund their operations

The West Rand District Municipality (WRDM) has signed a Memorandum of Understanding (MoU) with Mogale City, Rand West City and Merafong City (MORAME) regional tourism organisation (RTO) to promote and market the West Rand region as a tourist destination.

In terms of the MoU, MORAME will conduct its business, amongst other things, through hosting and attending industry meetings, events as well as stakeholder engagements.

In terms of the tourism calendar, Meetings Africa is the premier annual event in Johannesburg, attended by both national and international tourism operators, product owners, property owners, politicians, government officials and investors. Thereafter, Africa Travel week is from the 7th-12 April in Cape town & then Africa Travel Indaba in Durban in May 24.

For the West Rand Region to benefit from participation as exhibitors promoting the region as a tourist destination, MORAME needs the support of stakeholders in the tourism and business value chain.

As the lead government organization in the West Rand region, WRDM endorses MORAME as the major representative for the region at Meetings Africa 2024. As an umbrella body for the region, MORAME is uniquely equipped to promote the region and report back to both government entities in the region as well as all other stakeholders as outlined in the MoU.

We trust that we can rely in your active support in our endeavors to make the West Rand a premier market and tourist destination.

Yours Sincerely



**Z. MPHAPHULI**  
**EXECUTIVE DIRECTOR:**  
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